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PRIME INVESTMENTS HOLDINGS LIMITED

(incorporated in the Cayman Islands and continued in Bermuda with limited liability)

(Stock Code: 721)

DELAY IN DESPATCH OF CIRCULAR AND REVISED EXPECTED TIMETABLE IN RELATION TO THE OPEN OFFER

As additional time is required to finalise information and the financial information regarding the Group and the Open Offer, including the letter from the Board, the letter from the independent financial adviser to the Independent Board Committee and the Independent Shareholders and the pro forma information on the Group to ensure compliance with the Listing Rules and Takeovers Code in the Circular, the despatch of the Circular is to be postponed to 8 October 2007. An application will be made by the Company to the Executive for his consent such that the deadline for the despatch of the Circular is to be postponed to 8 October 2007.

Reference is made to the announcement (the “**Announcement**”) of the Company dated 5 September 2007 in respect of, among other things, the proposed increase in authorised share capital, the Open Offer and the Whitewash Waiver. Unless the context requires otherwise, capitalised terms used herein shall have the same meanings as defined in the Announcement.

DELAY IN DESPATCH OF CIRCULAR

Pursuant to Rule 8.2 of the Takeovers Code, circular (the “**Circular**”) regarding, among other things, the proposed increase in authorised share capital, the Open Offer and the Whitewash Waiver is required to be despatched by the Company to the Shareholders within 21 days of the date of the Announcement, which is on or before 26 September 2007.

As additional time is required to finalise information and the financial information regarding the Group and the Open Offer, including the letter from the Board, the letter from the independent financial adviser to the Independent Board Committee and the Independent Shareholders and the pro forma information on the Group to ensure compliance with the Listing Rules and Takeovers Code in the Circular, the despatch of the Circular is to be postponed to 8 October 2007. An application will be made by the Company to the Executive for his consent such that the deadline for the despatch of the Circular is to be postponed to 8 October 2007.

Unless further extension is granted by the Executive, the Company expects the despatch of the Circular to be on 8 October 2007.

EXPECTED TIMETABLE

The delay of despatch of the Circular will affect the expected timetable for the Open Offer as set out in the Announcement. The expected timetable is revised as follows:

2007

Last day of dealings in the Shares on a cum-entitlement basis	Tuesday, 16 October
Commencement of dealings in the Shares on an ex-entitlement basis	Wednesday, 17 October
Latest time for lodging transfers of Shares in order to qualify for the Open Offer	4:00 p.m. on Thursday, 18 October
Register of members closes (both dates inclusive)	Friday, 19 October to Friday, 26 October
Latest time for lodging forms of proxy for the SGM	11:00 a.m. on Wednesday, 24 October
SGM to be held	11:00 a.m. on Friday, 26 October
Announcement of the results of the SGM	by 7:00 p.m. Friday, 26 October
Record Date	Friday, 26 October
Register of members reopens	Monday, 29 October
Despatch of Prospectus Documents	Monday, 29 October
Latest time for the payment for and acceptance of the Offer Shares	4:00 p.m. on Monday, 12 November
Latest time for the Open Offer to become unconditional	4:00 p.m. on Thursday, 15 November
Announcement of the results of the Open Offer	by 7:00 p.m. Thursday, 15 November
Despatch of certificates for the Offer Shares	Monday, 19 November
Dealing in Offer Shares commences	Wednesday, 21 November

All times stated above refer to Hong Kong times. Dates stated in the timetable are indicative only and may be extended or varied. Any changes to the expected timetable for the Open Offer will be announced as appropriate.

By order of the Board
Prime Investment Holdings Limited
Wang Wen Xia
Executive Director/CEO

Hong Kong, 25 September 2007

As at the date of this announcement, the Board comprises Ms. Wang Wen Xia and Mr. Pong Po Lam, Paul and Mr. Wong Kwong Chi, Simon being the executive Directors, Mr. Lan Ning, Mr. Chan Yan Ting, Gordon, Dr. Chan Po Fun, Peter, Mr. Ding Xiaobin and Mr. Chan Wing Chung, Eric being the non-executive Directors and Dr. Cheung Wai Bun, Charles, Mr. Zhang Yong and Mr. Gu Qiu Rong being the independent non-executive Directors.

The Directors jointly and severally accept full responsibility for the accuracy of the information contained in this announcement and confirm having made all reasonable enquiries, that to the best of their knowledge, opinions expressed in this announcement have been arrived at after due and careful consideration and there are no other facts not contained in this announcement the omission of which would make any statement in this announcement misleading.